

EMPLOYEES ARE EDUCATED IN ART OF SELLING GOODS.

Scruggs, Vandervoort & Barney Arrange Series of Lectures on the "Science of Salesmanship" and Then Offer Prizes to the Two Best Essays on the Subject Written by Salesmen of the Firm.

EDWARD B. HENRY IS WINNER OF THE FIRST PRIZE.



M. W. ECKERT.
Edward wins the essay contest on "The Science of Salesmanship."

The employees of Scruggs, Vandervoort & Barney are being educated in the fine art of selling goods.

The first step was in the securing of Doctor Silas Noff of Philadelphia to deliver a series of lectures at the store on "The Science of Salesmanship."

Hanford Crawford, the manager of the store, after the lectures, offered prizes of \$25 and \$25 for the two best essays on the subject. The first prize was awarded to Edward B. Henry, and the second prize to M. W. Eckert.

Ten lectures, each of which consumed an hour, were delivered by Doctor Noff. A compilation of the contest was that all articles should embody the chief points of Doctor Noff's lectures. In not more than 1790 words. The lectures were finished on Wednesday evening, and the contest, which was open to all employees of the store, closed one week later.

The judges of the articles were Hanford Crawford and Frank J. Carlisle. Each composition was signed with a fictitious name. Neither judge consulted the other in making his awards, and both gave first place to Mr. Henry. The second place was given to Eckert, and third place, with honorable mention, to Charles Jerome Karr.

Mr. Henry is a salesman in the white goods department, and has been with his present employer for three years. Into his article he has put many illustrations and epigrams not used by the lecturer. During the majority of the twenty-four years of his life he has been connected with dry goods stores.

Before he heard Doctor Noff's lecture he had worked out a dry goods philosophy of his own. He says he has a medium of qualities required of the successful salesman in to protect both his stores and his customers. The personal element plays a large part in the selling of goods, he thinks, and a memory of faces and names is indispensable.

Mr. Eckert, winner of the second prize, is one of the veterans of the Vandervoort store. He has been with the firm for nearly twenty-five years, and at present is the old buyer.

The composition by Mr. Henry follows:

THE SCIENCE OF SALESMANSHIP.

In the world of commerce of today two kinds of knowledge are employed to accomplish the results desired.

In former years men wrought by experience and the knowledge so acquired was experience enough. This was over and today is of great benefit in all branches of the commercial world.

The progressive man of today first acquires a knowledge of the laws which govern the thing in hand to be done and then succeeds according to those laws to accomplish the end desired. This is scientific knowledge.

In the old method there are many opportunities of failure. In the new method, providing all the laws are observed, there are none.

To illustrate this, observe the woman who bakes her bread by experience. She smells the yeast to see if it is all right, puts her hands into the flour to see if the oven is at the right temperature, and all the other processes involved when baking she does by her experience knowledge. She does not think that when her hand is cold the oven will feel warm to her, and when it is warm the oven will feel cool, and if there are sour smells in the room the yeast will smell sweet, and vice versa.

The woman, however, of today does not tell the freshness of the yeast, she smells the chemically tests it, and finds the temperature of the oven with a thermometer, and all other processes of baking are subjected to scientific tests to see if they conform to the laws governing the process of bread baking.

What is the result in the two instances? The woman, as we all know, sometimes has good bread and sometimes bad. The scientific baker always has good bread.

One thing is sure—whether working by experience or scientific knowledge, the laws governing the work must be obeyed or perfect results cannot be obtained. The man working by experience may nearly always turn out perfect work, but the man who does his work in accordance with law will never fail to turn out perfect work.

The salesman has laws which govern his work the same as the baker, and if he does not work according to them he cannot accomplish much for himself or his firm. He deals with the human mind, and must learn the laws that govern the mind, so that he may be able to make perfect sales.

The last law to be observed is the law of self-government. That is, he must bring himself into a position so that he may adjust himself to the customer in front of him.

Second—He must concentrate his attention upon the customer before him that nothing

IMMORAL DANCES DISPLEASE EGYPT.

Clash Between Exposition Authorities and the Commissioner From That Country.

SHOW ON THE PIKE CONFLICTS

Concession to Sell Souvenirs Expected by Khedive's Representative Already Granted to Amusement Co.

SALES OF HOMES SHOW INCREASE.

Doctor E. W. Grove Purchases \$35,000 Residence at No. 4361 Westminster Place.

AGENTS EXPECT FALL RUSH.

C. R. H. Davis, Who Is Erecting Forty Handsome Dwellings, Says Now Is the Time to Build.

REPUBLIC SPECIAL.
Washington, Aug. 1—Egypt does not want any "immoral" entertainments at the St. Louis Exposition, giving exhibitions which are represented to be typical of life in Cairo.

A hit concern concerning the Egyptian exhibit at the Exposition brought to the attention of the Department of State by President David B. Deane has brought to light correspondence showing the attempt the Egyptian Government is making to head off immoral publications such as "Street Songs," made by "Street" of cities such as Madrid, paying concessions at other expositions.

Herman E. Lawford, Egyptian representative to the Exposition, arrived at St. Louis several weeks ago and began preparations to have his Egyptian exhibit.

Lawford expected to meet some expense by selling souvenirs. The concession to sell Egyptian souvenirs had been granted to the Egypt-S. Louis Exposition Company, which is to reproduce Egyptian scenes on an elaborate scale and have Egyptian games and entertainments.

Lawford had received permission to sell Egyptian goods because this would concur with the contract of the St. Louis company. The Exposition had assured the Egyptian Government it could have supervision of all Egyptian attractions; that nothing might be exhibited which would pollute Egypt in a bad light.

Lawford has written to the Egyptian representative to convince

Egypt's representative that the company will show nothing immoral, but the Exposition authorities are having difficulty in making peace with Mr. Lawford.

GOVERNOR APPROVES PLANS FOR MISSOURI STATUARY.

Principal Figure to Adorn State Building.

It Is the Conception of Judge Horatio D. Wood's Daughter.

Governor Dailey yesterday approved the plans and contract for Missouri Statuary to adorn the Missouri building.

The plaster figures will cost \$1500. The most notable of the four are the "Soul of Missouri," casts of Napoleon and Jefferson and groups embodying the spirit of agriculture and industry.

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Lawford said he has been trying to get the Exposition to do its part in making peace with Mr. Lawford.

EXPERT RUSH IN FAIR.

"Properties available for saloons, restaurants, temporary hotels and other kinds of business to be benefited greatly by large crowds of visitors will be keenly sought, and therefore agents may look for extraordinary activity in the realty market."

"But it is also safe to say," the Exchange Director remarked, "that investors here will not lose their heads. No one need look for an unreasonable inflation of values. At the eighth hour of the Fair, when the crowds are gone, there will be no place to erect temporary hotels, restaurants and install various enterprises. They may have to pay more for labor and building materials."

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MISSOURI'S ATTITUDE TOWARD THE FAIR.

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